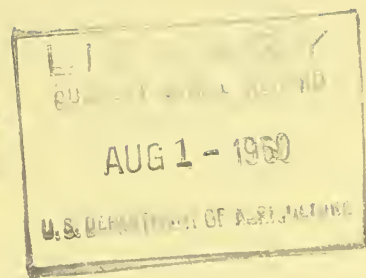


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# FOOD PREVIEW



A3898  
F73  
Cop 2

A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U. S. Department of Agriculture  
Agricultural Marketing Service

July 18, 1960  
F P - 39

MEAT.....Over the next few months civilian supplies of meat will average somewhat below a year earlier.

Beef.....Supplies of the better grades are expected to be ample for the demand, with some increase likely in the intermediate and lower grades.

Pork.....Hog slaughter this summer is expected to run considerably smaller than a year earlier because of the sharply reduced number of pigs from the spring crop. If, as now indicated, the fall pig crop totals 41-1/2 million head, the year's total production would reach 90.6 million head. That size crop would be 11% below last year. Pork supplies per person in the next 6 months will be less than in any year since 1942.

Lamb.....The early lamb crop is 2% larger than 1959 production. Slaughter is expected to increase this summer and may continue above last summer's level.

## POULTRY:

Broiler...Although broiler-chick hatchings in recent weeks have increased as much as 15% over a year earlier, production for the entire year is not likely to surpass the 1959 record of 1.7 billion birds by more than 3 to 4%.

Fryers.....

Turkeys...Recent hatchings have dipped below 1959 levels, so the outlook now is for about the same size crop as was raised last year--82 million birds.

Eggs.....Production is likely to decline more than the usual seasonal rate later in the year. July 1 storage holdings of shell eggs totaled 1.1 million cases, up 52% over the previous month, but about the same as on July 1, 1959.

DAIRY.....Milk production in the first 5 months of the year averaged about 1% larger than a year earlier, and recently reached its seasonal peak. For the balance of 1960 prospects are that output will continue above last year's rate.

## VEGETABLES:

Fresh.....Production of summer vegetables, not including melons, is expected to run some 3% smaller than a year earlier but 6% above average. In considerably smaller supply than last summer will be sweet corn, tomatoes, and carrots. But these declines will be partially offset by considerable increases in lettuce, and early summer onions. Production of summer melons--cantaloups, honeydews, and watermelons--is 9% above last year.

Potatoes...Estimates for the early summer potato crop on July 1 totaled nearly 15 million hundredweight. That size crop would be 5% above a year earlier and a fifth above average. Sweet potato crop is forecast at 14-3/4 million hundredweight, which would be not only the smallest production since 1881 but more than a fifth below 1959.

Processed..Although acreage planted to vegetables for processing is about the same as last year, it is about a tenth below average. Compared with last year, reductions in acreage include a 3% decline in sweet corn, 7% in

cucumbers for pickles, and 3% for tomatoes. Increases, compared with a year earlier, are 12% in acreage for green lima beans, 6% in snap beans, 8% in beets for canning, 15% in contracted kraut cabbage, and a 2% increase in acreage for both green peas and winter and spring spinach. First forecast for production of snap beans for processing points to a tenth greater output than last year. July 1 holdings of frozen vegetables totaled 559 million pounds--10% below a year earlier.

#### FRUITS:

Peaches....July 1 estimates place the total U.S. crop at 73.2 million bushels, or only 1% below last year's production. The California Clingstone crop is estimated at 25.4 million bushels, the same as in 1959, but 14% above average. California Freestones are estimated at 13-1/2 million bushels, just slightly above last year, but a fifth larger than average.

Apples....Condition of the 1960 crop declined considerably in June in many States. July 1 prospects point to an estimated 106,870,000 bushels, smallest since 1956. If this size crop materializes it would also be about an eighth below last year and 5% below average.

Pears.....The total U.S. crop is now estimated at 28,281,000 bushels--down slightly from forecasts of a month earlier, and 6% below both 1959 and average.

Grapes....Estimates now indicate a crop of 3,141,880 tons--just about equal last year but 9% larger than average. Raisin varieties, placed at 1,740,000 tons, will run pretty close to last year's levels, while table varieties, estimated at 560,000 tons, are 5% above last year. Wine varieties--555,000 tons--are 4% below 1959.

Plums.....California and Michigan output is expected to total 87,200 tons--13% less than a year earlier but 1% above average. California's production of dried prunes--forecast at 130,000 tons--runs 6% smaller than last year and 15% below average.

Cherries...July 1 condition of the sweet cherry crop indicates an output of nearly 82 thousand tons--5% larger than in 1959 but 13% under average. Sour cherries are estimated at about 116,790 tons--15% below last year and 8% under average.

Apricots...Total crop is estimated at 223,300 tons--3% below last year but 14% above average.

Processed..Frozen fruit holdings on July 1 stood at 333 million pounds, 7% below average and 8% under a year earlier. Frozen strawberries--180 million pounds--ran some 11 million pounds below a year ago. Stocks of frozen orange juice--45 million gallons--were down 3 million gallons from July 1 last year.

#### NUTS:

Almonds....Production now forecast at 54,000 tons--just about 2/3 of 1959 but around 1/3 above average. Only 1959 and 1956 crops were greater.

Walnuts....Output expected to reach 71,600 tons--15% larger than last year but 5% below average.

Filberts...Sharply reduced crop of 7,300 tons is expected--28% below last year and 9% under average.

## The Plentiful Foods Program

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

NATIONAL PICNIC MONTH . . . . .	July 1 - 31
MID-SUMMER TURKEY TIME . . . . .	July 28 - August 7
AUGUST SANDWICH MONTH . . . . .	August 1 - 31
INDUSTRY ICE CREAM PROMOTION . . . . .	August 1 - 31
SCALLOP FESTIVAL . . . . .	August 13 - 14 - 15